

**GOVERNMENT OF TELANGANA**  
**ABSTRACT**

ITE&C Department - IMAGE Policy - Incentives - Sanction and Release of Lease Rental Subsidy for an amount of Rs.4,79,250/- (Rupees Four Lakhs Seventy Nine Thousand Two Hundred and Fifty only) in favour of M/s.B2H Studios Private Limited, Hyderabad - Orders - Issued.

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**INFORMATION TECHNOLOGY, ELECTRONICS & COMMUNICATIONS (Promotions)  
DEPARTMENT**

**G.O.Rt.No. 19**

**Dated: 19-02-2018**  
**Read the following:**

1. IMAGE Policy issued vide G.O.Ms.No.03, ITE&C Dept, dt:06.04.2017.
2. Application dt:07.11.2017 of M/s.B2H Studios Private Limited, Hyderabad.
3. Minutes of the 3<sup>rd</sup> CCAVCGI meeting held on 06.12.2017.
4. G.O.Rt.No.756, Finance (EBS.I) Department dt:27.04.2017.
5. U.O.Note.No.122/ITE&C/Budget/2017, dt:03.05.2017.

**ORDER:**

Government in the IMAGE Policy issued vide G.O. reference 1<sup>st</sup> read above have ordered for provision of certain incentives to the eligible Animation, Visual effects, Comics & Gaming (AVCG) Industry in order to ensure overall development of AVCG Industry in the State. In pursuance of the said orders, M/s.B2H Studios Private Limited, Hyderabad vide reference 2<sup>nd</sup> read above has submitted an application for reimbursement of lease rental subsidy incentive. The company has taken 2800 sq.ft. space on lease/rent at Plot No.28, Road No.16, 2nd floor, Prashasan Nagar, Jubilee Hills, Hyderabad.

2. M/s.B2H Studios Private Limited has applied under Women Entrepreneur category. As per IMAGE Policy, AVCG Industry under Women Entrepreneur category, would be eligible for reimbursement of 50% subsidy on lease rentals up to Rs.8 lakhs per annum maximum up to a period of three years, built up office space upto 25,000 sft. Ms.Somala Sirisha Varma, Director, has a share of 52% in the company.

3. The company has applied for the period April 2016 to March, 2017. The total amount paid by the company for the said period is Rs.11,10,470/- In the said amount, Service Tax is also included. Service Tax will not be reimbursed. As such, the total amount after deducting tax is Rs.9,66,000/-. For the month of April, 2016, it is calculated for 27 days only, which works out to Rs.67,500/-. The total amount is arrived at Rs.9,58,500/-. 50% of Rs.9,58,500/- works out to Rs.4,79,250. As such, the company is eligible for reimbursement of Lease rentals of Rs.4,79,250/- only.

4. The 3<sup>rd</sup> CCAVCGI (Consultative Committee on Animation, Visual effects, Comics & Gaming Industry) vide reference 3<sup>rd</sup> read above recommended that M/s.B2H Studios Private Limited, Hyderabad is eligible for reimbursement of lease rental subsidy for an amount of Rs.4,79,250/-.

5. In the G.O. reference 4<sup>th</sup> read above, the Finance Department has released BRO to ITE&C Dept for the 1<sup>st</sup> quarter i.e. from April to June, 2017 for the Financial Year 2017-18 under the Head of Account:330 - Subsidies for an amount of Rs.3 crores.

6. Taking into consideration the recommendations of CCAVCGI vide reference 3<sup>rd</sup> read above, Government after careful consideration, hereby sanction and release an amount of Rs.4,79,250/- (Rupees Four Lakhs Seventy Nine Thousand Two Hundred and Fifty only) in favour of M/s.B2H Studios Private Limited, Hyderabad towards Lease Rental Subsidy.

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7. The amount sanctioned in Para.6 above shall be debited to the following Head of Account:

3451	: Secretariat Economic Services
MH 090	: Secretariat
GH (25)	: State Sector Schemes
SH (22)	: ITE&C Department
330	: Subsidies

8. The Assistant Secretary to Government & D.D.O., ITE&C Department shall draw the amount of Rs.4,79,250/- (Rupees Four Lakhs Seventy Nine Thousand Two Hundred and Fifty only) sanctioned in Para.6 above and arrange for payment duly applying the TDS in favour of M/s.B2H Studios Private Limited, Hyderabad.

9. M/s.B2H Studios Private Limited, Hyderabad shall submit advance stamped receipt for Rs.4,79,250/- (Rupees Four Lakhs Seventy Nine Thousand Two Hundred and Fifty only) to this Department in duplicate.

**(BY ORDER AND IN THE NAME OF THE GOVERNOR OF TELANGANA)**

**JAYESH RANJAN**  
**PRINCIPAL SECRETARY TO GOVERNMENT**

To  
M/s.B2H Studios Private Limited, Plot No.28, Road No.16, 2nd floor, Prashasan Nagar,  
Jubilee Hills, Hyderabad.  
The Accountant General (Audit), Telangana, Hyderabad  
The Accountant General (A&E), Telangana, Hyderabad  
The Director of Treasuries and Accounts, Telangana, Hyderabad  
The District Treasury Officer, Urban, Hyderabad  
The Pay and Accounts Officer, Telangana, Hyderabad  
The Resident Audit Officer O/o Pay and Accounts Officer, Telangana, Hyderabad  
The Assistant Secretary to Government & DDO, ITE&C Department

Copy to:  
Fin. (EBS.I) Department  
SF/Spare

// FORWARDED :: BY ORDER //

**SECTION OFFICER**